

Evening in the Maritimes

Soirée dans les Maritimes



Anniversary

Anniversaire

**Evening in the Maritimes 30th Anniversary
Sponsorship Opportunities**

May 14th, 2026 at The Westin Ottawa

ABLE2

ABLE2: Support for People with Disabilities

Last Updated: October 10, 2025

Evening in the Maritimes Returns for its 30th year!



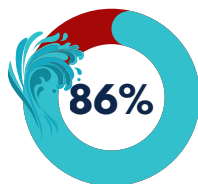
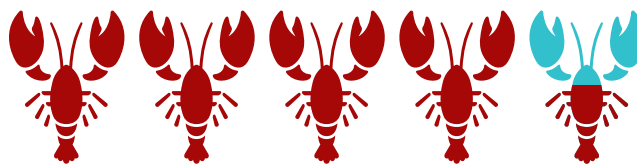
ABLE2 proudly presents EiTM for its **Pearl Anniversary on Thursday, May 14, 2026 at The Westin Ottawa!**

For three decades, this beloved fundraising tradition has brought the spirit of the Maritimes to the heart of Ottawa, for one amazing night filled with fresh Nova Scotia lobster, lively East Coast music, an engaging cocktail reception, compelling stories, and one-of-a-kind prizes for guests to take home.

Since its inception in 1995, the Ottawa community has shown up in ways we could never have expected. EiTM has welcomed over **20,000** guests and raised more than **\$4,000,000** to support ABLE2's vital programs and services. The Ottawa community's generosity and enthusiasm have made this event a cornerstone of our fundraising efforts, and we could not be more grateful.

We can't wait to make waves with you and celebrate 30 years of **Good Food, Good Time for a Great Cause** at Evening in the Maritimes!

Last year's attendees ranked EiTM as
4.5/5 lobsters!



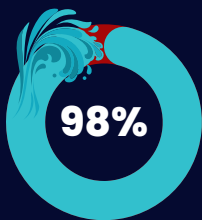
86% of EiTM 2025 attendees said
they will attend EiTM 2026!

44% heard about
EiTM through
advertising and
social media



Get to Know our Audience

Meet the EiTM attendees who love a good night at sea!



**would recommend
EiTM to a friend or
colleague**

Spending Preferences

86% participated in the
auctions and raffle

83% spend more than \$1000 on
personal travel or vacation
packages per year



Our Attendees' Careers

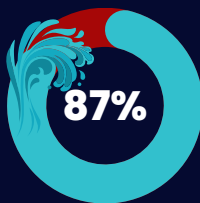
83% have completed post-
secondary education

70% are decision makers
in their job

37% earn between \$100k
to \$199k

29% earn over \$200k

43% attend EiTM with
work colleagues



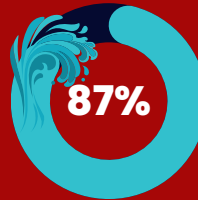
**consider EiTM to be
an excellent business
development, client
entertaining, or
networking
opportunity**

Get to Know our Audience

Meet the EiTM attendees who love a good night at sea!

The Maritime Connection

- 74%** come for the fresh Nova Scotia lobster
- 63%** are either from the Maritimes or have a special kinship with the East Coast



say supporting ABLE2 is a very important reason for attending EiTM



Attendee Demographics

- 73%** attendees have children
- 41%** of attendees are age 46-59
- 33%** of attendees are age 60+
- 86%** live within 20km of Ottawa



*Top 3
Reasons for
Attending
EiTM*

- #1** the cause
- #2** networking
- #3** a fun night out

Who We Are



ABLE2 is a charitable organization that empowers individuals with disabilities to lead fulfilling lives by supporting them with programs, services, and resources.

Our organization supports individuals across the disability spectrum, meaning any individuals living with physical, developmental, neurodevelopmental, intellectual, mental health, age-related, and multiple diagnoses challenges.

Our Mission

We work with partners to provide the tools, choices, and connections that empower people with disabilities to build lives of meaning and joy.

Our Vision

ABLE2 believes in an inclusive community where all people are seen as able, important, and valued.



Our Values

Honesty
Responsibility
Open access
Personal advocacy
Value in all people
Independence



How ABLE2 Supports People with Disabilities

ABLE2 strives to deliver programming that helps build an inclusive community in Ottawa, where everyone can participate, according to their abilities, as full community members. We proudly support our community through five (5) programs:

- **Finding Housing Support – Adult Protective Services Investment (APSW)**
- **Reach Legal Referral Services**
- **Matching Program**
- **Funding Brokerage Program**
- **Fetal Alcohol Resource Program (FARP)**

Make Waves as an EiTM Sponsor

A Strategic Opportunity for Your Brand



Evening in the Maritimes is one of Ottawa's most unique fundraising events on the Ottawa social calendar. Whether you're discovering EiTM for the first time or have been a long-time supporter, our sponsorship opportunities offer a valuable platform to elevate your brand, build meaningful relationships, and make a lasting impact in our community.

Why Sponsor?

Build Powerful Connections

Engage and network with Ottawa's business, political, and community leaders in a relaxed, high-energy setting. It's the perfect opportunity to strengthen relationships with your team and network with purpose.

Boost your Brand Visibility

Position your brand in front of a diverse and engaged audience. Sponsorship includes high-profile recognition before, during, and after the event, maximizing your exposure across multiple channels.

Make a Meaningful Impact

Your sponsorship injects critical funds into the Ottawa community to support individuals with disabilities and their families, demonstrating your company's commitment to social responsibility.

"We are so proud to be a sponsor of the Evening in the Maritimes in support of ABLE2. Such a worthy cause in our community and such a well organized, well attended, and fun event."

- Mila Starodoub, Branch Director, and Danielle Demark, Investment Advisor,
RBC Wealth Management Dominion Securities

"What a great night supporting ABLE2 here in Ottawa - with a side of lobster. I've always said folks from the Maritimes are the nicest, most welcoming people on the planet. "Evening in the Maritimes" certainly lived up to this reputation"

- Jeff Todd, Vice President of Marketing & Communications,
Wealth Creation Preservation & Donation (WCPD) Inc.



Sponsorship Opportunities

A partnership with ABLE2 is a strategic collaboration designed to deliver value to your business while supporting a meaningful cause. Each sponsorship tier offers various opportunities with unique activations and is customizable to align with your goals, budget, and brand priorities, ensuring a partnership that's both impactful and rewarding.

Pearl Tier

Position your brand at the forefront of EITM! This prestige partner experience offers unparalleled visibility, exclusive recognition, and premium perks. Ideal for businesses seeking to lead with purpose and leave a lasting impact.

30th Anniversary Presenting Sponsor
VIP Cocktail Reception Sponsor
Media Sponsor

Gold Tier

A high-value sponsorship that combines strong brand exposure and priority engagement opportunities. Ideal for businesses looking to make a bold statement in support of the community.

Décor Sponsor
SHELL-fie Station Sponsor
Wine Sponsor
Silent Auction Sponsor

Silver Tier

A unique balance of visibility and participation, offering a welcoming way to connect your business with attendees and the community.

Sea Shanty Sing-a-Long Sponsor
Sea Creatures 50/50 Sponsor
Dessert Sponsor
Mindfulness Lounge Sponsor

Bronze Tier

An accessible entry point for businesses that want to show their support and be part of something meaningful.

Lobster Bib Sponsor
CART Sponsor
Print Sponsor

Pearl Tier

30th Anniversary Presenting Sponsor - \$20,000

- 16 tickets (2 tables) to this year's event + wine at both tables
- Speaking opportunity at event
- Company spotlight in 30th anniversary video played at event
- Highest level positioning on signage and marketing materials
- Signature cocktail/mocktail naming rights and logo on drink tickets
- Social media and website recognition

Media Sponsor - value up to \$15,000

- 8 tickets (1 table) to this year's event + wine for the table
- Top level positioning on signage and marketing materials
- Company logo on device charging stations
- Social media and website recognition

PENDING

VIP Cocktail Reception Sponsor - \$10,000

- 8 tickets (1 table) to this year's event + wine for the table
- Signage & brand recognition at the VIP Reception
- Top level positioning on signage and marketing materials
- Social media and website recognition

SOLD

Gold Tier

Décor Sponsor - \$9,000

- High-level positioning on signage and marketing materials
- Social media and website recognition

PENDING

SHELL-fie Station Sponsor - \$7,000

- 4 tickets to this year's event
- High-level positioning on signage and marketing materials
- Brand logo at the SHELL-fie Station
- Exclusive hashtag with your company name (signage at station)
- Social media and website recognition

PENDING

Wine Sponsor - \$6,000

- 4 tickets to this year's event
- High-level positioning on signage and marketing materials
- Brand logo on wine bottle tag
- Social media and website recognition

Silent Auction Sponsor - \$6,000

- 4 tickets to this year's event
- High-level positioning on signage and marketing materials
- Brand on auction platform, Trellis
- Social media and website recognition

Silver Tier

Sea Shanty Sing-A-Long Sponsor - \$5,000

- 2 tickets to this year's event
- Mid-level positioning on signage and marketing materials
- On-stage mention from event emcee during sing-a-long
- Social media and website recognition

SOLD

Sea Creatures 50/50 Raffle Sponsor - \$4,000

- 2 tickets to this year's event
- Mid-level positioning on signage and marketing materials
- Brand logo on 50/50 raffle gifts with purchase (Sea Creature plush)
- Social media and website recognition

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Dessert Sponsor - \$3,000

- 2 tickets to this year's event
- Mid-level positioning on signage and marketing materials
- Brand logo on signage on dessert platters
- Social media and website recognition

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Mindfulness Lounge Sponsor - \$3,000

- 2 tickets to this year's event
- Mid-level positioning on signage and marketing materials
- Dedicated signage with brand logo in the Mindfulness Lounge
- Social media and website recognition

Bronze Tier

Small Sponsorship Opportunities

All features and benefits in each package will be customized and exclusive to the partner. This is a great opportunity if you are looking to build your brand and for social engagement.

Feature your corporate brand in front of the attendees through an opportunity such as:

Lobster Bib Sponsor - \$1,000

SOLD

CART Sponsor - \$1,000

Print Sponsor - \$1,000

PENDING

and MORE!

Corporate Donations

If sponsorship marketing is not the right fit, consider making a corporate donation to the Evening in the Maritimes event.

Corporate donors are acknowledged on the ABLE2 [EiTM website](#) and 100% of the donation is directed to supporting ABLE2's programs and services.

To donate, send an e-transfer to finance@able2.org with a note that the funds are a corporate donation for EiTM26 and email events@able2.org with a png copy of your logo.

Let's Build the Perfect Partnership

We're excited to work with you to create a sponsorship package that aligns with your marketing goals and budget.

Your brand will love the *Good Food, Good Time for a Great Cause* at Evening in the Maritimes' 30th anniversary!

Let's connect and explore how we can help you achieve your business objectives while making a difference.

To discuss sponsorship or Evening in the Maritimes, contact:
Jacqueline Searle,
ABLE2 Fundraising & Events Officer
jsearle@able2.org

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